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City Development Department  
NEWS RELEASE  
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### **City of El Paso Announces Citywide Ride-Sharing Program**

El Paso, Texas – The high price of gas may be turning off motorists, but it's turning on a local carpooling effort right here in El Paso. The City of El Paso's Economic Development & Sustainability Division is excited to announce the implementation of El Paso's first ridesharing program. The City of El Paso contracted with iCarpool to make it easier than ever for workers and college students all over the city to find rides.

"We researched all kinds of ride-sharing programs or services," Eloisa Portillo-Morales, Sustainability Program Engineer for the City of El Paso, said. "iCarpool is working in cities all over the country. We hope it will be just as successful here."

Enrolling in the program is free and easy. The iCarpool system allows users to input their travel destinations into an online database. The database will match riders on a percentage based on similar commutes. Users are also able to customize specific days and times for the program to allow for flexible coordination of rides. iCarpool's real-time ridesharing tools are also available on desktop computers and even on smartphones, such as the iPhone and Android, as well as social networking sites such as Facebook and Twitter.

"We want to stress this program is not *just* for City of El Paso employees," Portillo-Morales said. "It's for everyone on all sides of town."

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#### **City Manager**

Joyce A. Wilson



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El Paso, TX 79901  
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While employees with the City of El Paso comprise most of the early users, the program's organizers want to stress that this is a citywide program that is open to everyone. Even employers will get something out of the program. The program can be personalized for each company or organization and allow them to provide incentives to their employees and track environmental benefits at any individual company or organization.

The program can be customized specific to organization's goals around reduced emissions, parking demand and/or mobility. Apart from enjoying great services such as high precision ride matching, employees will be happy to see organizations taking steps to reduce emissions and congestion and be an environmentally responsible business.

The Economic Development and Sustainability Division will help interested employees sign up for the program. Simply contact Eloisa Portillo-Morales, Sustainability Program Engineer or Lauren Baldwin, Sustainability Program Specialist for the City of El Paso, at (915)472-3831 and (915) 208-9693 respectively, or via email at [energy@elpasotexas.gov](mailto:energy@elpasotexas.gov).

To sign up, or for more information, visit: [www.elpaso.icarpool.com](http://www.elpaso.icarpool.com).

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